



THE WEBPRENEURS GUIDE TO

INFLUENCER MARKETING

ACTION GUIDE

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How to Use Your Action Guide

You'll get the best results from any course you participate in by completing the Action Steps at the end of each module. They will help you apply what you learn directly to your business and your life, maximizing the investment you're making.

Use the following Action Guide to record your answers, insights, and other notes for the Action Steps, which are outlined in your Course Book. You'll want to refer to each module's content as you complete the related steps.

While we have left space in the guide for each action step, you may feel more comfortable using a separate notebook or digital application for your work. Use whatever method you feel most comfortable with and don't feel constrained to using the space in the Action Guide alone.

In addition, your course may have other Action Sheets, such as spreadsheets or planning templates, which are separate from the guide. Look out for those with your other course materials.

Finally, you don't have to complete all the steps at once. Instead, try setting a specific time on your calendar to work on them. And don't feel that you have to get it right the first time. Learning is a process that happens as you apply your new skills and knowledge. You'll want to return periodically to your Action Guide and both remind yourself of the work you've achieved and edit your answers as you see their impact.

Have fun with it and enjoy the progress and successes that will happen as a result of your work!

Introduction - Why Become an Industry Influencer?

1. Identify and list your current strengths that would make you a good influencer.

	Strengths	Notes
1		
2		
3		
4		
5		
6		
7		

2. Define your goals for the completion of this course and in becoming an influencer.

	Goals
1	
2	
3	

Module 1 – Apply the Proven Strategies of Industry Influencers

1. Define your specialty or your target area where you are most competent to be an expert and influencer.

2. List the actions you will take towards implementing each of the strategies from this module. Note how those actions will help you begin to build your credibility, attract more followers, and expand your customer base.

Strategy	Actions	Notes
Learn from Social Groups		
Online Education		
Media Tracking		
Alerts Services		

Share what you Know		
Make Yourself Accessible		
Books for Authority		
SHIP Method		

Module 2 – Create Content That Builds Your Influence

1. Document some specific topics, keywords, and media formats that are relevant to your expertise and you feel confident about creating and delivering.

	Topics/etc.	Notes
1		
2		
3		
4		
5		
6		

2. For the topics you listed, note possible media outlets or delivery platforms that could most benefit from your content, such as social media, live events, blogs, webinars, video websites, online training platforms, etc.

	Topics/etc.	Platforms
1		
2		
3		
4		
5		
6		

Module 3 – Build Your Presence Where It Has the Most Influential Impact

1. List 5 social media outlets that would best deliver your content and venue for your influence. If you don't already have accounts on those sites under your name or brand name, go ahead and do that now.

	Social Media Outlet	Notes
1		
2		
3		
4		
5		

2. Identify at least 5 areas outside of social media where you can spread your influence and build a strong following.

	Other Areas	Notes
1		
2		
3		
4		
5		

Module 4 – Measure Your Social Influence

1. List your business performance measures that you wish to increase by becoming a market influencer.

	Measure	Notes
1		
2		
3		
4		
5		
6		
7		
8		

2. Research and decide on 3 tools that would help you measure your social influence and note how they can help. Start with the ones listed in this module.

	Tool	Notes
	<u>Brandwatch</u>	
	<u>Kred</u>	
	<u>Hootsuite Insights</u>	
	<u>Klear</u>	

Conclusion and Next Steps

1. Review your notes from this course and the worksheets you completed for your Action Steps.
2. Identify 3 areas within your niche where you are currently an expert and how you can share your expertise.

	Areas Where You are an Expert	Notes
1		
2		
3		

3. Determine what you need to do to be consistent in keeping up with your subject area.

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

4. Use the action plan table below to list all of the tasks you will perform when you leave the course and deadlines for completing them.

	Action to Take	Action Deadline
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		